

REQUEST FOR TASK ORDER PROPOSAL  
INFORMATION AND COMMUNICATION SERVICES (PICS)  
NIH CONTRACTS # 263-01-D-0150 through 0208

RFTOP #71

TITLE: Redesign, Update, and Testing of the NIAAA Kids Website  
([www.thecoolspot.gov](http://www.thecoolspot.gov))

A. POINT OF CONTACT:

Name: Edward J. Kostolansky, Contract Specialist  
Phone: 301-443-1191 Fax: 301-443-3891

Proposal and Billing Address:

C. Timothy Crilley, Contracting Officer  
National Institute on Alcohol Abuse and Alcoholism  
Contracts Management Branch  
Willco Building, Suite 504  
6000 Executive Boulevard  
Bethesda, MD 20892-7003

If using a courier or hand delivering, change the city to  
Rockville and the zip code to 20852.

- B. RESPONSE DUE DATE: 12:00pm local prevailing time  
on Thursday, July 25, 2002.
- C. PROPOSED PERIOD OF PERFORMANCE: Two years, beginning  
September 2002.
- D. PRICING METHOD: Cost Reimbursement type contract.  
NIAAA estimates the total level of effort to be 1,110 hours, including  
consultant time.
- E. SET-ASIDE: Limited to small business companies with services in  
both categories, 14 and 15.

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- F. PROPOSAL INSTRUCTIONS: Technical proposals should be no longer than 20 pages and must be submitted to the point of contact at the address specified above. Proposals shall be in hard copy, with offerors submitting an original and seven (7) copies of the technical proposal and an original and three (3) copies of the business proposal. Offerors shall submit a signed task order form with their proposal. Include TIN and DUNS numbers in your business proposal.

Electronic proposals are not being accepted.

- G. TASK DESCRIPTION/STATEMENT OF WORK: Attachment A
- H. DELIVERABLES: Attachment B
- I. EVALUATION FACTORS: Attachment C
- J. CLEARANCES: No special clearances are required for this project.

## **ATTACHMENT A – STATEMENT OF WORK**

TITLE – Redesign, Update, and Testing of the NIAAA Kids Website (thecoolspot.gov)

### **Background Information**

The NIAAA is responsible for providing leadership in research on the prevention and treatment of alcohol abuse and alcoholism and the dissemination of research-based information to the scientific community, alcohol-related constituencies, policy makers, and the general public. One of the most important elements of this education mandate is to alert the public to the complex role of alcohol in society, the enormous health and economic consequences that accompany alcohol abuse, and the many commonly accepted myths about alcohol's effects on the human body.

Alcohol is the most commonly used drug among our Nation's young people, surpassing tobacco and illicit drugs. Moreover, children are beginning to drink at very young ages. Alcohol use and the risk for alcohol-related consequences increase significantly with each year of age in adolescence. Like adults, adolescent drinkers are a mixed group.

Consumption level and risk of consequences are not equally distributed throughout the adolescent population but instead may appear in clusters of problem behaviors and psychiatric symptoms at both individual and subgroup levels. Therefore, effective prevention intervention in youth is seen as particularly important, especially since there is a significant correlation between the earlier onset of drinking and the likelihood of life-long alcohol abuse and dependence.

During the past two years, the NIAAA Scientific Communications Branch and the Substance Abuse and Mental Health Administration developed "Thecoolspot.gov" website, which is geared to the 11-14 year old age group. The website is currently overseen by NIAAA staff and housed on the SAMHSA web server.

### **Objectives**

This procurement is to provide support to the Scientific Communications Branch, Office of Scientific Affairs to:

- update and add relevant information to the current “kids” website ([www.thecoolspot.gov](http://www.thecoolspot.gov)) within the first two months following contract award;
- develop new content for the website;
- build upon or develop a new design for the kids website;
- conduct pre-testing of the newly designed web site using focus groups;
- make the new site publicly accessible and 508 compliant; and
- promote the site.

### **Services to be Performed**

#### **A. General Requirements**

Independently, and not as an agent of the Government, the Contractor shall furnish the necessary labor, materials, supplies, equipment, and services (except as otherwise specified herein) to perform the work set forth below. All work under this contract shall be monitored by the Government Project Officer.

The role of the contractor is to update, redesign, pretest and promote the new “kids” website. The Contractor shall provide office equipment sufficient for regular communication with NIAAA, specifically to receive and provide feedback in a timely fashion.

Experts: (1) NIAAA will specify an expert consultant in adolescent drinking issues to provide advice on the content, design, and focus testing. The Contractor shall set aside 2 weeks of consulting time in the amount of \$4,000. (2) The Contractor shall also provide an expert in adolescent development and education who will provide guidance on the

age-appropriateness of the content and on effective web-based methods for engaging and educating children aged 11-14.

Website must be compliant with Section 508 of the Rehabilitation Act of 1998 and Children's Online Privacy Protection Act of 1998.

All activities associated with this contract must be approved by NIAAA beforehand and NIAAA reserves the right to modify any materials and/or strategies during the course of the project. NIAAA/SAMHSA will retain proprietary control of all site content. At the termination of this contract the contractor shall transfer all software to NIAAA/SAMHSA as well as any other information that may be needed to continue the operation of the site on the SAMHSA server. All final changes must be compatible with the SAMHSA server.

## B. Specific Requirement

### Task I: Update Current Website

The “kids” website url is listed at the end of NIAAA’s Public Service Announcements and its companion poster on preventing underage drinking. The website serves as a source for additional information and currently includes interactive role-playing scenarios, facts about underage drinking, and links to other websites. The Contractor shall update this information with new role-playing scenarios, additional links, new “facts,” and other categories of information that would be appropriate for and appealing to the target audience. The updated information shall be provided to NIAAA at the end of the 8<sup>th</sup> week after contract award.

#### Task I Deliverables

- Provide test site of “quick update” to NIAAA for approval.  
(Due at the end of Week #8)
- Provide disk to NIAAA for loading onto SAMHSA server.  
(Due at the end of Week #10)

### Task II: Develop New Website Content

Under this task, the Contractor shall develop new information for the website to include information such as, but not limited to:

- the consequences of drinking;
- alcohol’s effects on kids’ bodies;
- advice on what to do if confronted with a drinking situation;
- how to deal with someone’s drinking;
- ways for adolescents to handle their insecurities, troubles or worries without alcohol or other drugs (include conflicts with friends and family);
- other alcohol-related topics that may be of interest to adolescents (NIAAA will be particularly interested in suggestions from the expert consultants in adolescent drinking, development, and education);
- other resources if seeking help; and
- links to other sites, both research- and non-research based.

So that this is not exclusively a “top-down” site with information from adult experts to kids, it shall incorporate, where possible and sensible, authentic “kid-to-kid” information and advice. One section, for example, might offer reasons not to drink from teenagers’ points of view (this may include perspectives such as the potential to embarrass yourself or to gain weight). Or supporting quotes from teens could be incorporated in some of the sections above. Other similar type ideas are encouraged.

#### Task II Deliverables

- Based on research into topics, the Contractor shall produce a detailed outline of proposed topics. This shall include main topics, subtopics, estimated section lengths (approximate word counts), and suggested interactive components.  
(Due at the end of Week #12)
- Based on NIAAA feedback on detailed outline, the Contractor shall produce the first draft of content.  
(Due at the end of Week #18)
- Based on NIAAA feedback on the first draft (and ensuing revisions), the Contractor shall produce the final written content.  
(Due at the end of Week #24)

#### Task III: Design New Website

Under this task, the Contractor shall propose at least three optional graphic designs for NIAAA’s consideration. These designs shall incorporate state-of-the-art methodology including, but not limited to:

- a search engine for the site
- color graphics
- movable icons
- streaming video (if appropriate)
- sound and video files
- links to other appropriate websites
- interactive capabilities, including the ability to receive and refer feedback to the project officer
- counter/tracking
- PSA library
- e-mail cards

While NIAAA may want the web site to include many of the above features, final decision as to whether all or some will be included will be made by NIAAA. The overall design must be appealing to adolescents ages 11-14.

#### Task III Deliverables

- Working from the detailed outline (provided at week 12) and the first draft of content (provided at week 18), the Contractor shall deliver three preliminary designs for the website.  
(Due at the end of Week #24)
- The Contractor shall submit the final design/test site for approval and focus group

testing.  
(Due at the end of Week #28)

#### Task IV: Ensure 508 Compliance & Server Compatibility

The Contractor shall describe their approach and past experience to ensure that:

- The site will be in compliance with Section 508 of the Rehabilitation Act of 1998, and Children's Online Privacy Protection Act of 1998.
- The new changes are compatible with the SAMHSA website/computer server.

#### Task IV Deliverables

- The Contractor shall submit documentation that the test site is compliant as specified under Task IV and also compatible with SAMHSA server.  
(Due at the end of Week #32)

#### Task V: Conduct Pre-Testing Using Focus Groups

The Contractor shall pre-test the new web site using focus groups or dyads. We are especially interested in finding out adolescents' assessment of both the content as well as the design of the website.

The Contractor shall be prepared to conduct a total of eight focus groups/dyads in at least two cities. The focus groups/dyads shall be held in facilities designed for such purposes. The Contractor shall develop a screener, moderator's guide, and a topline report.

The Contractor shall consider conducting the pre-testing as a two-phase process in which feedback from the initial groups would guide revisions, which would then be pre-tested in the second phase.

#### Task V Deliverables

- The Contractor shall submit focus group screener.  
(Due at the end of Week #28)
- The Contractor shall submit moderator's guide and focus group plan.  
(Due at the end of Week #28)
- The Contractor shall perform focus group testing (eight total; may include initial testing, interim reports, revision to test site, and follow-up testing).  
(Due at the end of Week #32)
- The Contractor shall submit a preliminary final focus group report (after all focus testing is completed).  
(Due at the end of Week #34)
- The Contractor shall submit the final focus group report.  
(Due at the end of Week #36)
- The Contractor shall make revisions to website based on final report, and submit disk for loading onto SAMHSA server.  
(Due at the end of Week #40)

#### Task VI: Promote/Update New Website

The Contractor shall conduct online promotion of new website. The Contractor shall send announcements to various email groups. The Contractor shall place the new website on various search engines. The Contractor shall update website on an as needed basis.

#### Task VI Deliverables

- The Contractor shall Submit a report on preliminary proposed activities for promoting the website (may use this information in focus group testing).  
(Due at the end of Week #40)
- The Contractor shall report promotion activities through the monthly email progress report.  
(Due from Week #40 through Week #52)
- The Contractor shall update the website in contract Year 2 and report activity through the monthly email progress report.  
(Due from Week #52 through Week #104)

## **ATTACHMENT B – REPORTING REQUIREMENTS**

### 1. Monthly Status Report

- An update on progress shall be submitted each month via email to the Project Officer and Contracting Officer within 10 calendar days after the end of each month.
- Reports submitted under this contract shall reference and cite the contract number.
- The report shall address the following:
  - Progress on deliverables;
  - Any difficulties encountered in meeting the Institute's needs and action taken;
  - Planned activities for the upcoming period;
  - Any problems anticipated during the upcoming period;
  - Any need for additional meetings other than the ones planned in the contract to address unforeseen circumstances.

### 2. Final report

Thirty days prior to contract expiration, the Contractor shall submit three copies of a final report to the Contracting Officer for review and approval. The Final Report shall contain a summary of all work performed during the contract period. The report shall discuss any problems encountered and the successful resolution of those problems, as well as recommendations and conclusions based on experience and the results obtained.

### 3. Specific Task Deliverables

The Contractor shall submit an original and three copies of all deliverables to the Contracting Officer. The following are required deliverables to be submitted for each contract task:

#### Task I Deliverables

- Provide test site of “quick update” to NIAAA for approval.

- (Due at the end of Week #8)
- Provide disk to NIAAA for loading onto SAMHSA server.  
(Due at the end of Week #10)

#### Task II Deliverables

- Based on research into topics, the Contractor shall produce a detailed outline of proposed topics. This shall include main topics, subtopics, estimated section lengths (approximate word counts), and suggested interactive components.  
(Due at the end of Week #12)
- Based on NIAAA feedback on detailed outline, the Contractor shall produce the first draft of content.  
(Due at the end of Week #18)
- Based on NIAAA feedback on the first draft (and ensuing revisions), the Contractor shall produce the final written content.  
(Due at the end of Week #24)

#### Task III Deliverables

- Working from the detailed outline (provided at week 12) and the first draft of content (provided at week 18), the Contractor shall deliver three preliminary designs for the website.  
(Due at the end of Week #24)
- The Contractor shall submit the final design/test site for approval and focus group testing.  
(Due at the end of Week #28)

#### Task IV Deliverables

- The Contractor shall submit documentation that the test site is compliant as specified under Task IV and also compatible with SAMHSA server.  
(Due at the end of Week #32)

#### Task V Deliverables

- The Contractor shall submit focus group screener.  
(Due at the end of Week #28)
- The Contractor shall submit moderator's guide and focus group plan.  
(Due at the end of Week #28)
- The Contractor shall perform focus group testing (eight total; may include initial testing, interim reports, revision to test site, and follow-up testing).  
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- The Contractor shall submit a preliminary final focus group report (after all focus testing is completed).  
(Due at the end of Week #34)
- The Contractor shall submit the final focus group report.  
(Due at the end of Week #36)
- The Contractor shall make revisions to website based on final report, and submit disk for loading onto SAMHSA server.



(Due at the end of Week #40)

Task VI Deliverables

- The Contractor shall Submit a report on preliminary proposed activities for promoting the website (may use this information in focus group testing).  
(Due at the end of Week #40)
- The Contractor shall report promotion activities through the monthly email progress report.  
(Due from Week #40 through Week #52)
- The Contractor shall update the website in contract Year 2 and report activity through the monthly email progress report.  
(Due from Week #52 through Week #104)

## **ATTACHMENT C - EVALUATION FACTORS**

GENERAL

Selection of an offeror for task order award will be based on an evaluation of proposals against two factors. The factors in order of importance are: technical and cost. Although technical factors are of paramount consideration in the award decision, cost is also important to the overall award decision. The Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.

TECHNICAL EVALUATION CRITERIA

- |    |   |           |
|----|---|-----------|
| 1. | <u>Understanding the Problem</u>  | 10 points |
|    | The offeror must demonstrate an understanding of NIAAA's mandate, the communications needs for preventing adolescent drinking, and the role of an interactive website in serving those needs. The offeror must demonstrate an understanding of the goals, objectives, and tasks required to perform this contract, including knowledge of what problems are likely to be encountered and proposed means of solving such problems. The offeror must demonstrate an awareness of the substance and complexity of web-based education and its potential for conveying public health messages. These elements must include, but are not limited to, a demonstrated knowledge of state-of-the-art software, the full range of possibilities for internet-based communication, proficiency with computer-based audio/video production, access to consumer and audience research, and knowledge of Internet distribution mechanisms. |           |
| 2. | <u>Technical Approach</u>   | 30 points |
|    | The technical approach must be delineated in sufficient detail to demonstrate soundness, practicability, feasibility, and completeness. The proposal must fully address the aspects of performing each task. The proposal must contain a sound work plan to complete the activities called for in the statement of work and realistic project schedules, including milestones and deliverables.   |           |
| 3. | <u>Personnel</u>  | 40 points |
|    | The offeror must provide evidence of the qualifications, experience, and availability of all proposed personnel. Resumes must reflect expertise with respect to each person's responsibilities for the required tasks. Staff must have: a) expertise and demonstrated   |           |

ability in planning, managing, and executing web-based information programs; b) familiarity with social marketing and wellness fields; c) immediate access to specialized staff, relevant software, and interactive tools and graphics; d) an expert in adolescent development and education who will provide guidance on the age-appropriateness of the content and on effective web-based methods for engaging and educating children aged 11-14; and, e) demonstrated experience in conducting adolescent focus groups.

4. Corporate Management Capability and Facilities 20 points
- 
- Proposals will be evaluated on the: a) adequacy of the proposed management plan, which should show clear lines of authority and responsibility; b) quality control procedures to assure that project goals and milestones will be met in a timely manner; and c) adequacy of corporate experience in managing projects of similar size, scope, and content. Proposals will be evaluated on the availability and adequacy of required hardware/software and facilities, such as graphics, computer-based audio/video production, consumer and audience research, and internet distribution mechanisms, as well as any other capabilities necessary to complete the tasks outlined in this project.

TITLE: Redesign, Update, and Testing of the NIAAA Kids Website

**CONTRACT #263-01-D-0**\_\_\_\_\_

Address:

PROPOSED COMPLETION DATE:

Date

Appropriations Data: \_\_\_\_\_

Date

Date

## Date \_\_\_\_\_